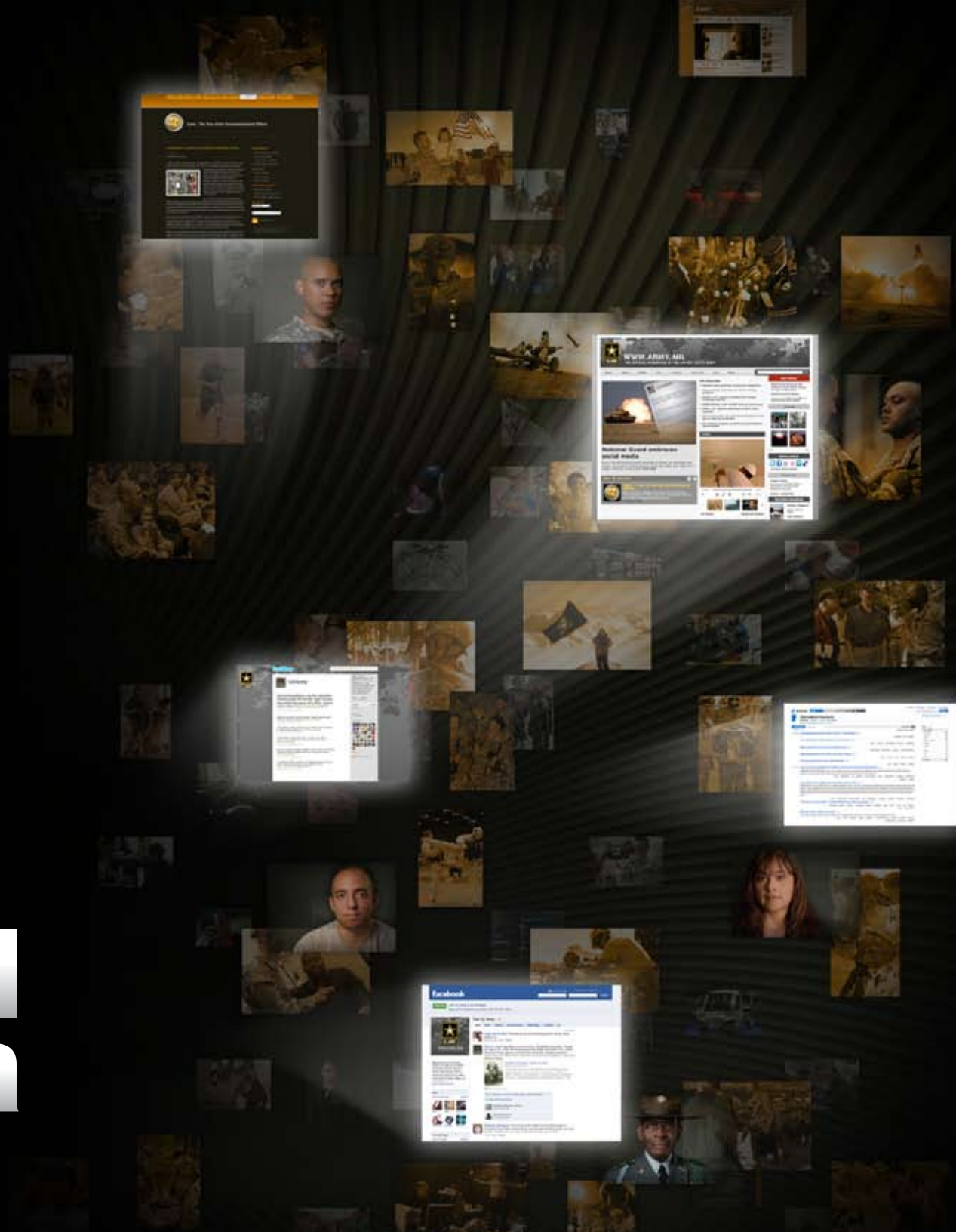


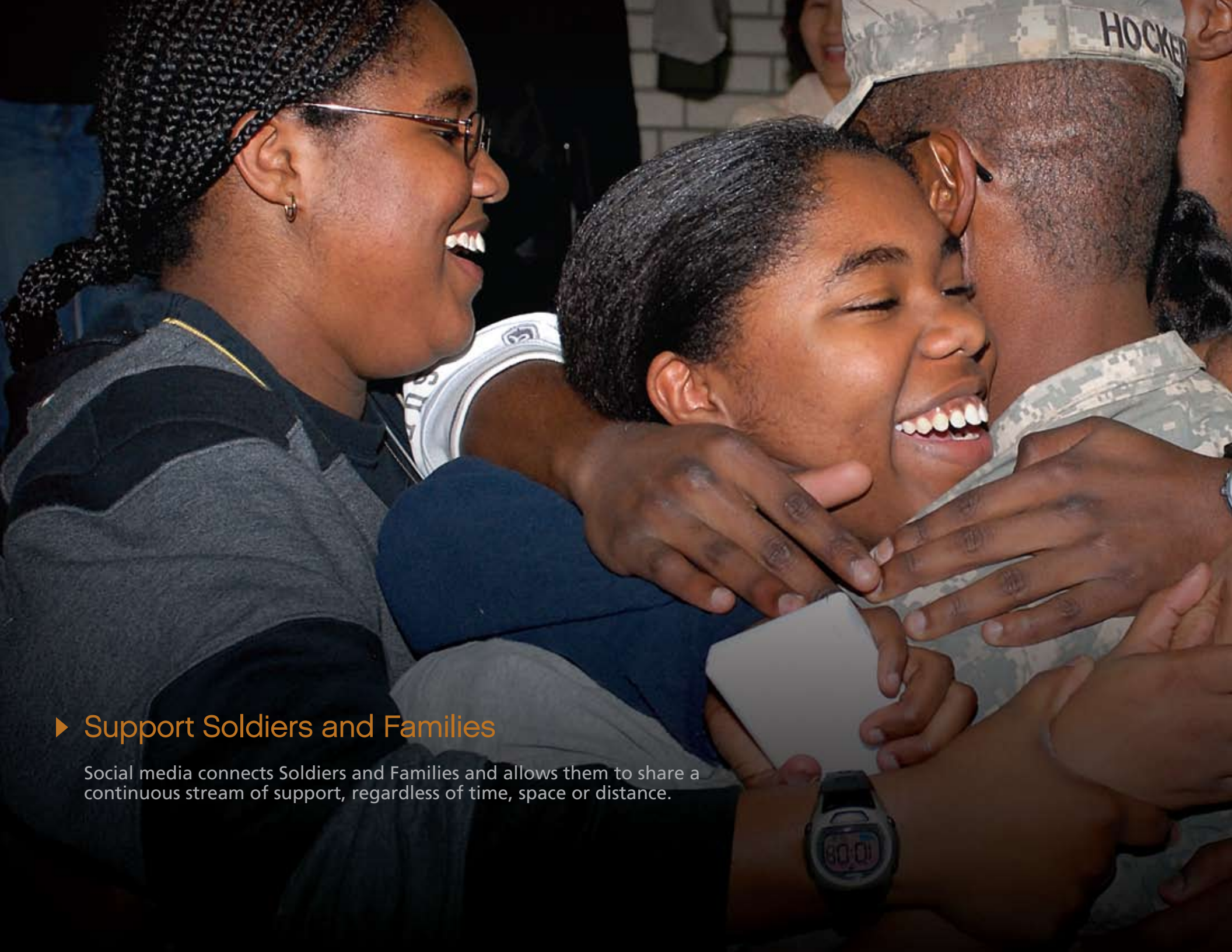


U.S. ARMY

► New Initiatives To Connect with the Army

Army Social Media





► **Support Soldiers and Families**

Social media connects Soldiers and Families and allows them to share a continuous stream of support, regardless of time, space or distance.



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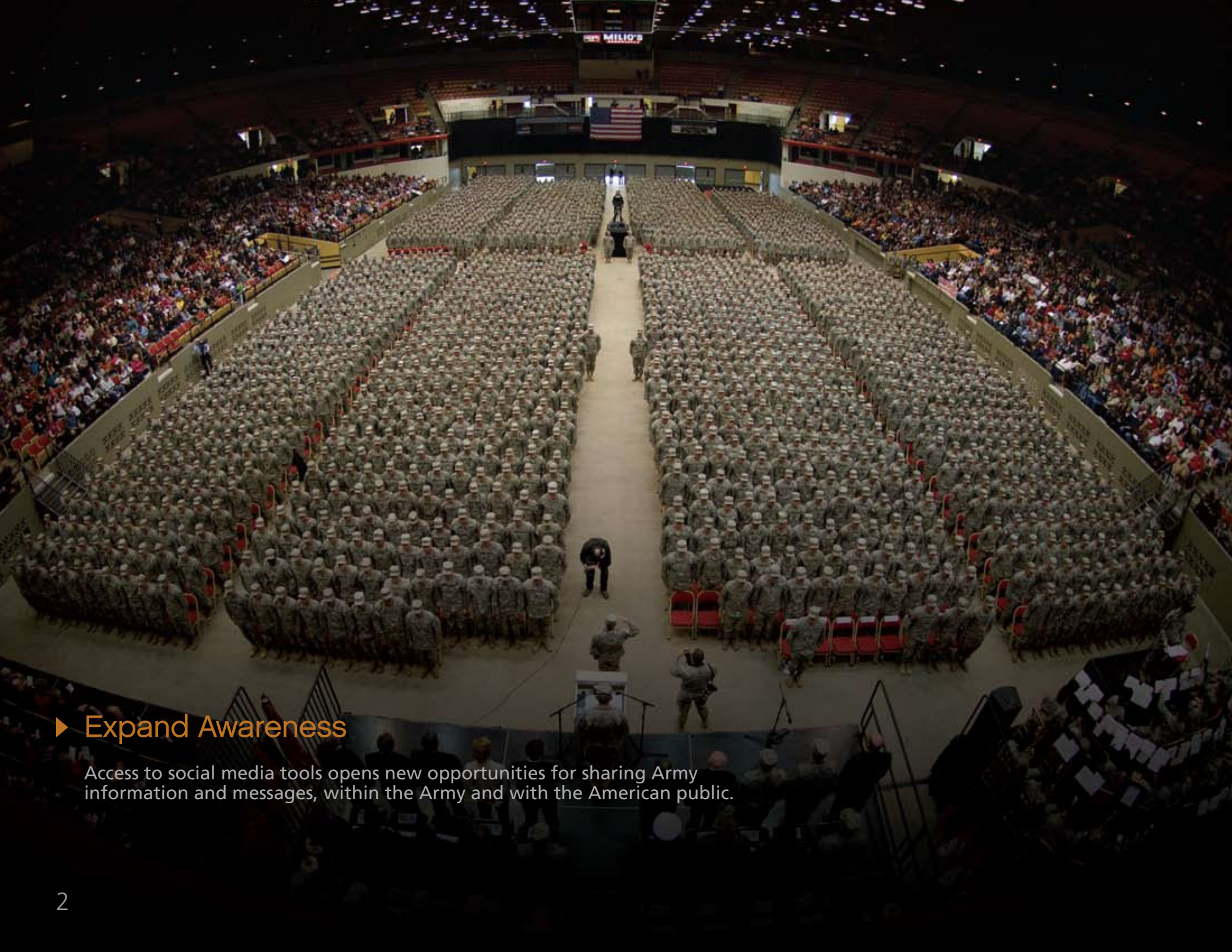
Our Mission

To keep the American people and the Army informed through meaningful conversations and content placement.

The Strategy

The Army's three-pronged social media effort fulfills our obligation to inform and educate the American people about their Army:

- **Presence:** Be present on social media sites to provide the official Army voice.
- **Relevance:** Create a dialogue that resonates with our social media audience.
- **Penetration:** Ensure our messages get through to our audience.



► Expand Awareness

Access to social media tools opens new opportunities for sharing Army information and messages, within the Army and with the American public.

What is Army Social Media?

Did you know it took television 13 years to reach 50 million people? It took Facebook only two years. The Army recognizes that social media's ability to communicate with larger audiences faster and in new ways is an important tool for Army messaging and outreach. But with social media's multiple tools for exchanging information and ideas, we can do more than just deliver our message. We can have conversations about it with members of the Army Family, the American public, the press and other interested parties all at once. So, we've developed Army Social Media using popular trends, such as social networking sites, blogs, audio, pictures and video. Army Social Media utilizes an array of popular social media services with content generated and maintained by organizations and individuals within the Army Family. This brochure will acquaint you, in greater detail, with Army Social Media and how you can become a part of it.

Who Does It Impact?

The simple answer is you. As a member of the Army Family, Army Social Media directly impacts you. Today, people around the world can learn more about you and your Army life in minutes than was available to them in hours of television or thousands of pages of written materials. Just as important, you can exchange ideas and information with them, so that they can better understand the role you and your fellow Army members play in serving and protecting the Nation. And the better people know you and have the kind of closer association with you that Army Social Media allows and encourages, the more likely they will be to appreciate your role in keeping America safe and keeping the Army as the Strength of the Nation.

Why Should I Join Army Social Media?

Soldiers have always been the Army's best and most effective messengers. The Army's Social Media initiatives enable the Army Family around town, around the country and around the world to spread the Army's key themes and messages. From individual social networking sites to unit pages to the official Army Facebook and Twitter pages, the Army message has gone viral. In a matter of moments, thousands of people can follow the most up-to-date Army news, stay in touch with friends and family, and connect in ways never before used. Get connected and spread your Army story!

The Hub of Army Social Media

The Army recognizes the power of social media and has positioned themselves to harness this power as a means of communication within the Army Community. Anyone can join this community and there are many options to do this. The Army's official Web site – Army.mil – is set up to be the hub of communication for the Army and is a great place to begin sharing with others. Below are some of the top social media services utilized by Army Social Media that are highlighted throughout this book.



Army Social Media Hub
www.army.mil



Blogs



Facebook



Twitter



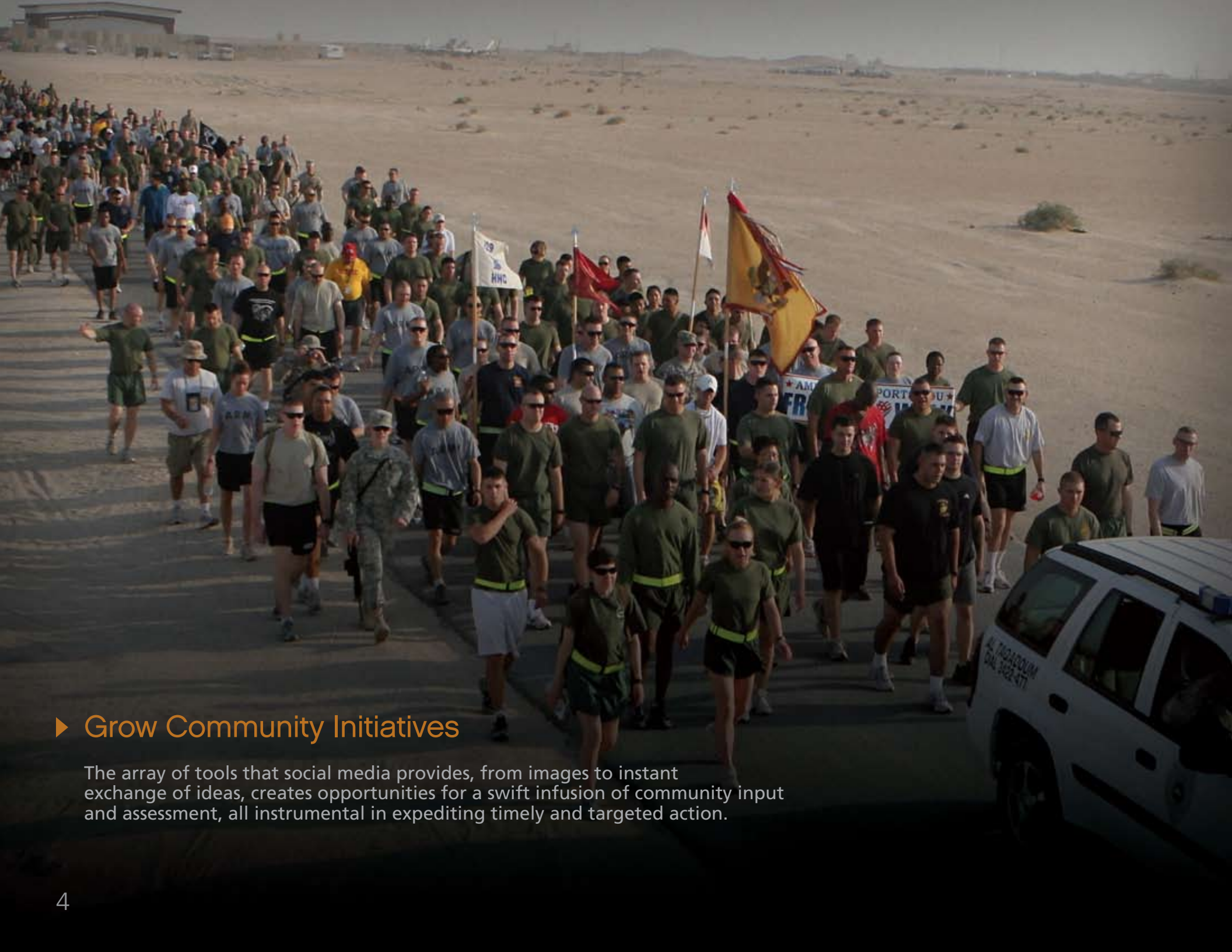
Flickr



YouTube



Delicious



► **Grow Community Initiatives**

The array of tools that social media provides, from images to instant exchange of ideas, creates opportunities for a swift infusion of community input and assessment, all instrumental in expediting timely and targeted action.

A Detailed Look At Army Social Media

This section provides more detail on the top social media services that the U.S. Army uses. Highlighted are six that the Army has a strong presence on – Facebook, Twitter, Flickr, YouTube, Delicious and the Official U.S. Army blog. Although blogs aren't technically considered a social media service, because they are self-administered, they are still an integral component of the Army Social Media plan. The legend below provides a general list of key features that the highlighted social media services and blogs offer, along with definitions of each of those features. You will see this legend used in the pages that follow as a guide to functionality. On each page the features that are grayed out are those that are not offered.



Profile Information

Displays specified information about the registered author, user or company / organization.



Comments / Chat

Allows users to comment on content or send instant messages to other users (depending on offerings of the specific service).



Notification / Message

Allows a user to send notification messages (service specific e-mails) to other users.



Photo Support

Supports upload or feed of photo content.



Video Support

Supports upload or feed of video content.



Podcast Support

Supports upload or feed of podcast audio and video content.



Delivers Feeds

Supports podcast audio content.



Accepts Feeds

Supports content fed from other external sources and social-media services.



Mobile Device Compatible

Allows a user to read and contribute to this service via a mobile device.



Keyword Tagging

Allows a user to add keyword tags to text, photo or video content.



www.army.mil (official Army Web site pictured below)
www.army.mil/socialmedia (a list of all Army Social Media Web pages)

► Navigate the site to find what is important to you, but don't forget to join the Army Social Media network to connect to the U.S. Army.

► The Army.mil homepage delivers news daily about Soldiers, the Army Family and the Army community.



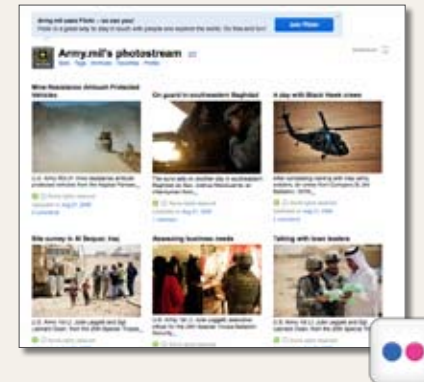
◀ Army.mil is a site designed with the Army community in mind. Here you can search news, media and the Army blog to immerse yourself in what the Army is currently doing.



◀ Your Army Social Media experience starts here. Connect easily to all the popular social-media services by clicking on one of the these icons. You will be taken to the official Army pages for Facebook, Twitter, Flickr, YouTube, and Delicious.



1 Army Live Blog
www.armylive.dodlive.mil



4 Army On Flickr
www.flickr.com/photos/soldiersmediacenter



2 Army On Facebook
www.facebook.com/usarmy



5 Army On YouTube
www.youtube.com/soldiersmediacenter



3 Army On Twitter
www.twitter.com/usarmy



6 Army On Delicious
www.delicious.com/usarmymedia



www.armylive.dodlive.mil (official Army blog)



Although the location might change from blog to blog, this region contains the most recent posts.

Each blog post is dated and generally contains the name of the author, date of the post and some descriptive tags and category classifications. It also may contain the number of comments that have been posted by other visitors.

The search window is critical when looking for a specific topic or article.

The RSS feed button allows you to subscribe to automatically receive updates when new content is posted.

The blog roll provides quick access to top external links promoted by the blog.

Recent posts allows you to view the most current articles in the blog.

The Army Blog Overview

You can find a blog on just about any topic you can think of. These days Army-related blogs are no different, and provide a wealth of information submitted by both the author and those commenting on posted articles. Most Army blogs center around a specific topic, because they are generally written by those people who have particular knowledge of that topic. On the other hand, the Army’s official blog “Army Live” provides a more diverse offering of information, simply because it is pulling information from a larger group of sources. If you are hesitant to make the leap into one of the social media services mentioned in the preceding pages, then blogs may be a good place for you to start. You can comment on most blogs with very little up-front commitment. You may be asked to submit your e-mail to ensure that you are not a spam commenter, but this information is kept private by the blog administrator. Blogs give you the opportunity to interact and share your opinions on topics you find interesting, as well as learn about things you didn’t know existed. This collaborative interaction and growth of knowledge is at the core of Army Social Media – where you take it is entirely up to you. If you’re passionate about sharing your own ideas with the Army Community, you may want to consider starting your own blog. Wordpress.com and Blogger.com are two free blog services that allow you to easily set up your own blog site in a matter of minutes. If you would like to blog officially within your organization, you must host your blog from a .mil address.

Why Should I Blog?

Did you ever write a letter-to-the-editor of a newspaper that didn’t get published? What you had to say was noteworthy, but it didn’t make it to print. Blogs publish. They have the space and, more importantly, the interest to publish your post. Soldiers and other members of the Army family have always told the Army story best. We encourage individual members, units, companies, and commands to create blogs to share news, information, and stories of their Army lives. Be a blogger. Get published.

Army Blog Is On The Go

If you are simply looking to post a comment on the go and your mobile device has Internet access, then you should be able to do just that. If you have your own blog and want to publish an article from the road, most blog services like Wordpress and Blogger allow you to e-mail or text your post directly from your phone or mobile device. To learn more on mobile blogging go to:

www.blogger.com/mobile-start.g
or
m.wordpress.com

DID YOU KNOW?

61% of bloggers say they are most influenced by other bloggers.

Technorati



www.facebook.com/USArmy (official Army Facebook Web page)

Click here to create a Facebook account if you do not already have one.

Profile information about this Facebook user. The information viewable to the public is defined by the user.

This is a list of all the fans that currently are following this user.

Favorites are other Facebook pages that this user frequents and would like others to see.



Enter username and password here to login to your account.

Facebook Overview

Facebook currently is the largest social networking service on the Internet with millions of members. Its purpose is simple: Let people with common interests share their stories, thoughts, observations and ideas. That is why it is a key component of Army Social Media. Whether you're an individual looking to simply connect with others or you belong to a group of people poised to grow your community's awareness, Facebook provides the tools you need to do just that. Its features are robust, including a central hub of communication, called the "wall," for posting comments that others can see; instant message or "chat" for having one-on-one conversations with other members; and media capability for uploading pictures and videos that help you illustrate your story. Your profile can be as secure or as open as you want it to be, but there is no wrong way to approach Facebook because you decide what is right for you. You can selectively choose who you want to have view your profile page or you can allow access to anyone who chooses to stop by. Those you allow are called "friends" and they can view and comment on anything in your profile, thus beginning the sharing process of social media.

Why Should I Join the Army on Facebook?

"Why shouldn't you?" may be the better question. As a member of the Army Family, this is a special time in your life. No matter where you are in your tour or how long it will last, you have a lot to share with friends, family and others. And they have a lot they want you to share with you. It's an opportunity to instantly reach out to those you want to connect with regardless of time, space or distance. Tapping into the potential of Facebook is like discovering television or radio for the first time. And it's free. Every deal should be this good.

Facebook Is On The Go

Imagine this, you are away from your computer and you hear about an Army initiative worth sharing. If you have a mobile device, you don't have to wait to share it. There are a variety of tools that allow you to connect with others in the Army community quickly and securely via Facebook and a personal mobile device. To get started go to:

www.facebook.com/mobile

On your mobile device login to your account by going to:

m.facebook.com

DID YOU KNOW?

If Facebook were a country, it would be the fourth largest.

Mediabistro.com



www.twitter.com/usarmy (official Army Twitter Web page)



The most recent Tweet is displayed here.

Past Tweets submitted by this user are displayed here with a time and date stamp, along with information on what application was used to send the Tweet.

Sign into an existing account or click here to set up your own user account and join the Twitter community.

Account profile where information about the Twitter user and external links are displayed.

Information about the number of followers / following.

Current number of Tweets this user has submitted.

Links to the people, companies or organizations that a user is following. When you click on any of the links in this region, it takes you to that user's page, where you can view recent Tweets and decide to follow them. Then you are able to comment on any Tweet that user makes.

Twitter Overview

If you have ever wanted to share an idea, or story with others in the Army Community, but didn't have time to write a blog post or craft an e-mail, then Twitter is the venue for you. It is a social media service geared toward short communications or "Tweets" of 140 characters or less. Twitter conversations are generally short, crisp thoughts, but can be more than just an exchange of words. They allow you, your followers and those you follow access to information and knowledge you might otherwise have missed. If you use special keyword tags called hashtags (# symbol preceding a word) to highlight topics, those communications are searchable across the entire network regardless of who sent the Tweet or who is following them. It even allows you to attach a photograph to help illustrate your message. Twitter connects with other social media services, like Facebook, and can be fed into existing Web sites or blogs, allowing others to see those thoughts even if they are not Twitter members themselves. From Army initiatives and Soldiers using green technology to local news about your unit or family, Twitter instantly links thousands of people in Army Social Media circles across town, across the country and across the world.

Why Should I Join the Army on Twitter?

In its simplest form, when people use Twitter they say, "This is what I'm doing, or thinking, right now. Any thoughts about that?" In your unique position as a member of the Army Family, you have people in your life who are particularly interested in your activities and want to know what's on your mind on a regular basis. But time is always precious and there is little of it for correspondence. Twitter is a great way for you to share information in short thoughts, include a link and see what others think is important enough to share.

Twitter Is On The Go

Twitter is all about instant communication, so naturally it can be accessed from most mobile phones and other mobile devices. In short, you don't have to wait to share it. There are a variety of tools that allow you to connect with others in the Army community quickly and securely via Twitter and your personal mobile device. To get started go to:

www.twitter.com/downloads

On your mobile device login to your account by going to:

m.twitter.com/

DID YOU KNOW?

... more than one-fifth of the world's population are online – That's more than 1.2B people. The number of text messages sent and received every day exceeds the total population of the planet!

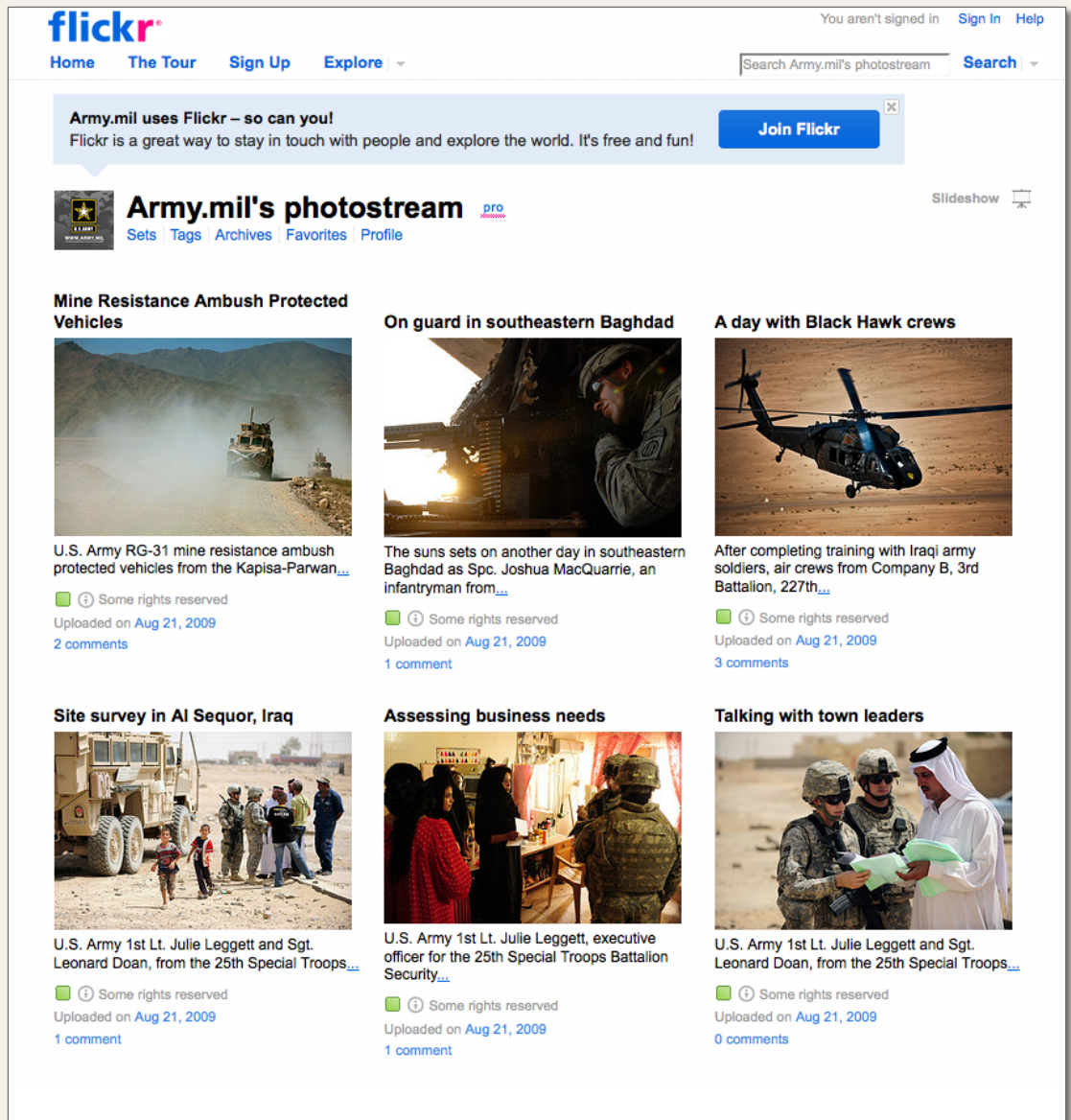
Social Media Sandy



www.flickr.com/photos/soldiersmediacenter (official Army Flickr Web page)

Click the Join Flickr button to set up an account if you don't already have one.

Click any of the links here to sort collections of photos by sets, keyword tags or view the user's archives, favorites and profile.



Enter your username and password here to login to your account.

Search this photostream.

Click on any image to see an enlarged view (if available).

Information about the photo, such as a tagline, credits, etc.

Date and number of user comments this photo has.

Flickr Overview

Media sharing services have been around the Internet for many years, but Flickr revolutionized this concept by creating online media communities. The basic idea is that you sign into your account, upload your digital photos or videos via the Web interface, and then share them with your family, your friends, your community or the world. It sounds easy because it is easy. And what you can do with your photos does not stop there. Once your digital media is uploaded, you can add titles and descriptive keywords known as “tags,” which instantly categorize and sort your media. Like Facebook, you choose how private or public you want your account to be in the security settings. If you select the public setting, your photos are added to the public database, allowing others to view and comment on them. Yet another feature called “groups” allows you to add your media to a group centered around people with a common interest. Those who subscribe to a group can view and discuss any new media as it is added.

The Army currently uses Flickr to share hundreds of photos daily with the Army Community. The Flickr page (pictured left) is called “Soldiers Media Center” and is a great place to start your Flickr experience, comment on photos or simply learn how it works.

Why Should I Join the Army on Flickr?

Because a picture really is worth a thousand words. Whether you are a Soldier or a member of the Army Community, pictures capture what Army life is like for you. And Flickr is your digital scrapbook to help you organize those moments so you can share them with your friends and family both at home and abroad.

Flickr Is On The Go

Most mobile devices feature some sort of camera and others even have video capability built in. If you have a mobile device, you don't have to wait to share what you've captured. There are a variety of tools that allow you to share media with others in the Army Community quickly and securely via Flickr and your personal mobile device. To get started go to:

www.flickr.com/tools/mobile

On your mobile device login to your account by going to:

m.flickr.com

DID YOU KNOW?

Flickr has more than 3 billion photos uploaded to their servers.

Mashable



www.youtube.com/soldiersmediacenter (official Army YouTube Web page)

► The search window is critical when looking for a specific video or topic.

► You can subscribe to the RSS feed for this YouTube channel to be updated every time a new video is uploaded.

► The player in YouTube shows you a progress bar of the loaded content as well as content played. It also shows you the duration of the video and gives you options to view the video at high definition (if available) and at full screen view.



◀ Enter username and password here to login to your account.

◀ You have several sort options for searching videos, but can use the search window at any time to locate a specific video.

◀ Videos featured in the sidebar are the most current or relevant. When you click on one of the links here, it will play the video selected in the viewer to the left.

YouTube Overview

Video is considered to be one of the most powerful means of communication, so it is no surprise that YouTube is one of the most popular social media services on the Internet. YouTube serves up more than 100 million videos daily and about ten hours of video footage is uploaded every minute. If you have video content that you want circulated, YouTube is the place to put it. All you have to do is upload your videos and add your keyword tags and the service does the rest, compressing your new video down to the ideal playback rate in both standard and high definition (if applicable). Your uploaded content is searchable and available for anyone to view as long as you grant public access in your settings. Additionally, you can save your favorite videos within your profile for easy access and sharing with others. Just like Flickr, it allows you to comment on content, as well as rate videos and subscribe to the channels that you find most compelling. But the real power of YouTube comes in its ability to be fed and embedded into just about any type of Web site or social media site on the Web, including Facebook.

The Army currently runs their own channel on YouTube (pictured left) called “Soldier Media Center.” There you can find the most current Army video content and search older content.

Why Should I Join the Army on YouTube?

On the practical side, YouTube provides a unique opportunity to archive “moving pictures” of a special time in your life. It is an unlimited storage facility for video that may otherwise never be seen. Once stored / saved there, they can be viewed over and over. Posting your video, allows you and other members of the Army Family to share the images and the stories that they tell. We have control over what is shown about our Army life. You capture the moment. You are the movie-maker. You are the teller of tale. And the Army wants to see them and share them.

YouTube Is On The Go

Most mobile devices feature some sort of camera and others even have video capability. If you have a mobile device, you don’t have to wait to share what you’ve captured. There are a variety of tools that allow you to share media with others in the Army Community quickly and securely via YouTube and your personal mobile device. To get started go to:

www.youtube.com/mobile

On your mobile device login to your account by going to:

m.youtube.com/mobile

DID YOU KNOW?

If it were a standalone site, YouTube would be the second largest search engine in the world after Google.

TechCrunch

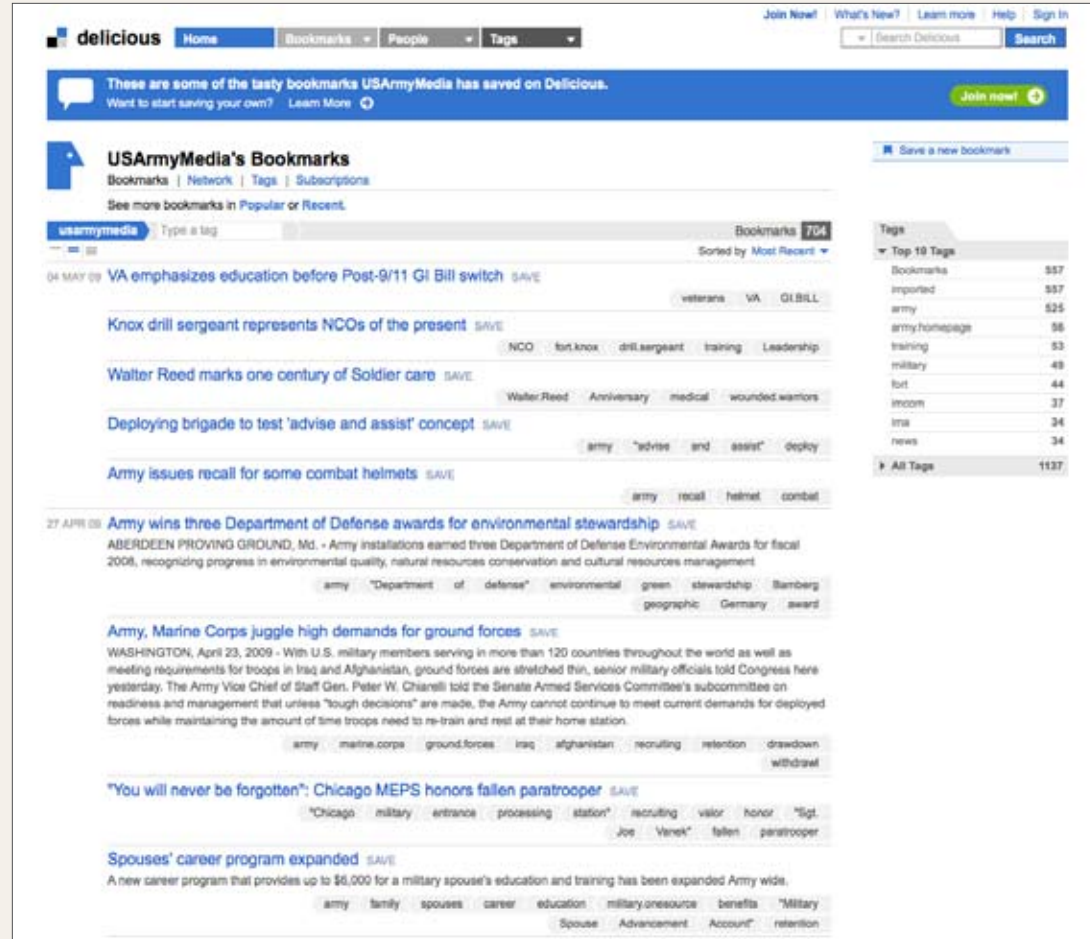


www.delicious.com/usarmymedia (official Army Delicious Web page)

Home and main navigation
for sorting results.

A quicksearch window can
help you find the link you
are looking for.

All links are categorized
by the date submitted and
the attributed tags.



other popular social bookmarking tools



Login to your account here.

Search the site here.

Click this button to join
Delicious and set up your
own user account.

This sidebar shows all the
tags attributed to this
account to be categorized
by name.

Delicious Overview

There are many social bookmarking services on the Internet; such as Digg, Furl, Ma.gnolia, StumbleUpon and Xmarks, but Delicious is by far the most popular and the one that the Army uses for managing their links. Delicious currently has more than five million users and 150 million bookmarked Web sites. It provides a way to simplify your Internet experience by organizing the content you find and more importantly, by sharing that content with the rest of the Army Community and the world.

Traditionally, most people organize their bookmarks in folders using their Web browser's bookmark menu. However, as your collection grows, figuring out where to put links that cross several topics can be daunting. With "tags," you can add several searchable keywords to each bookmark based on the content of the site you are visiting. That way, when you go to look for that link, it is far more intuitive and less time consuming than sifting through folders. The more tags you add, the easier the links will be for you and others to find later. If you have a lot of bookmarked sites on your local computer, getting those links transferred to your Delicious account is a snap. Delicious offers plug-ins for most popular browsers that will import your bookmarks for you. You can also add new tags to those bookmarks and organize them in whatever manner you choose. Sharing information is the key to Army Social Media and Delicious provides the tools to do that.

Why Should I Join the Army on Delicious?

The Internet is a vast ocean of resources, but finding the right link when you need it can be like searching for a castaway. Your everyday Army life is complicated enough without spending hours searching for the right online content. Delicious makes it simple to find what you need quickly so that you can get back to your job or your family. Sharing what you find with others has never been easier. The Army currently uses Delicious to store and organize hundreds of useful links worth sharing with the Army Community. If you want to explore what Delicious has to offer, it is a great place to start. Go to: www.delicious.com/usarmymedia

Delicious Is On The Go

Although Delicious is relatively new to mobile devices, they are working hard to make it easier for people to find what they need quickly. The Delicious application is the best way to synchronize your mobile life. To get started go to:

blog.delicious.com/blog/2008/12/delicious-to-go.html

On your mobile device login to your account by going to:

m.delicious.com

DID YOU KNOW?

A consumer poll found that 75% of Internet users participate in some form of social media, up from 56% in 2007.

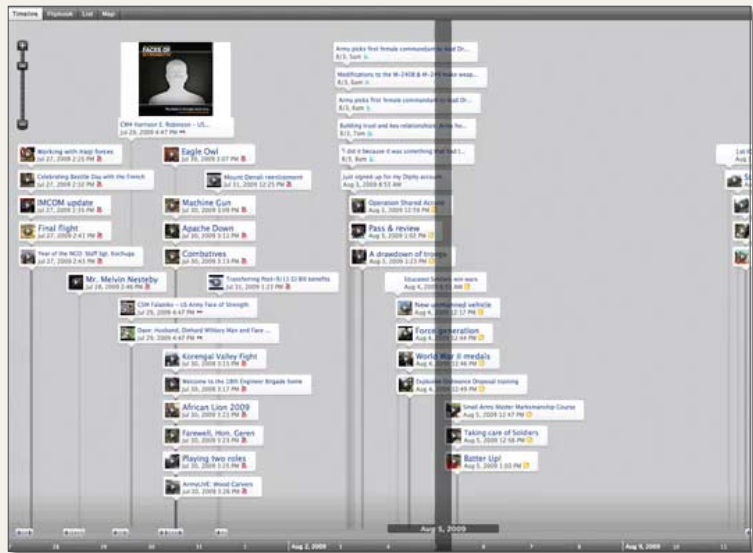
Brandweek





Twitterfall

Twitterfall is a Twitter visualization tool that aggregates (pulls in) Twitter feeds based on a specific keyword or “hash” tag. When you enter your search parameters, you instantly can view conversations on various topics taking place in real time throughout the world. Each Tweet that is pulled into Twitterfall pushes the previous one down, creating a virtual waterfall of communication.



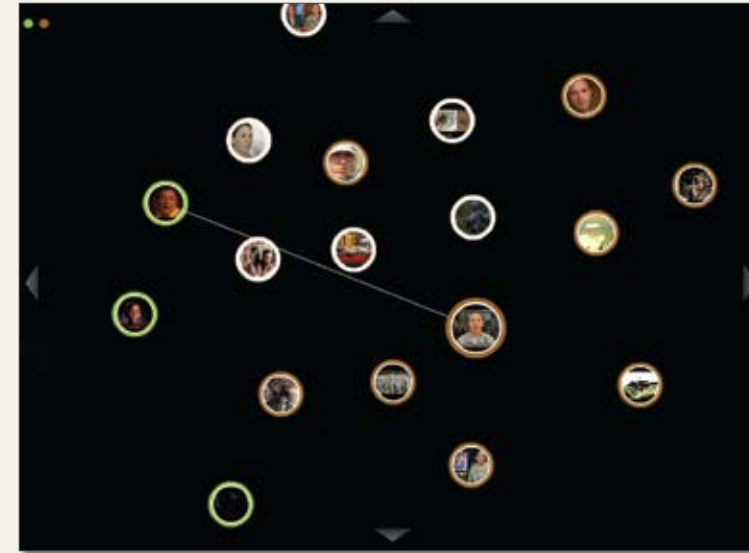
Dipity

Dipity is a free service that allows you to add multiple social media accounts into one tracking panel. Dipity watches for updates in real time and puts them together in one place. You can view the aggregation as a timeline with zoom features, as a flipbook like the iTunes coverflow, or as a list or map. Each view allows you a brief overview of the Tweet, video, news article or image, and lets you view the full media asset, provides additional information and provides sharing features and access to the original source. You can follow any profile to receive e-mail updates or embed the widget in any Web site or blog with your chosen profile.



Cooliris

Cooliris is a Web-based media aggregator that provides an interactive browsing experience on both computers and select mobile devices. It pulls images and video content from sites like YouTube, Flickr, and Facebook into a streaming wall of content. To control Cooliris, you can use the slider at the bottom of the Web application to scroll left or right, or simply grab and drag the wall to move it. Click on an image to enlarge it or click on a video to play it. When you are finished, click outside of the grid to minimize the view.

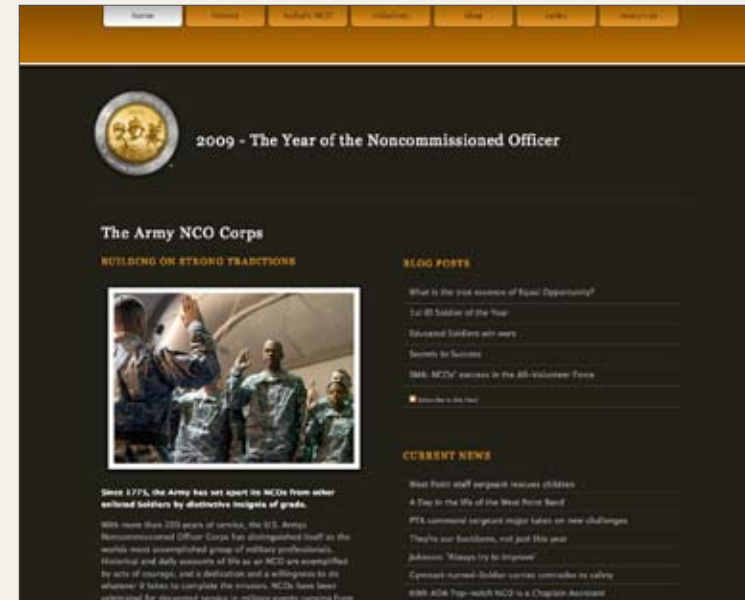


YouTube Warp

This visualization lets you start with one YouTube video of your choice and shows you the related videos as circles surrounding your video preview. Rolling over any video preview will show you its title, user-rating, length of time and let you play it in context. If you hover over any of the related previews, videos relating to that video pop up. This alternate relationship browser uses the same tagging relationship model as the standard YouTube interface, but allows visitors to browse in a more organic way. The videos you may stumble across can open your eyes to new information in your interest area.

► Honor Great Service

Social media allows us to honor great service and to let others share in honoring that service through observations, stories and images that give the tributes added meaning.



◀ The Year of the Noncommissioned Officer

With more than 234 years of service, the U.S. Army's Noncommissioned Officer Corps has distinguished itself as the world's most accomplished group of military professionals. Historical and daily accounts of life as an NCO are exemplified by acts of courage, and a dedication and a willingness to do whatever it takes to complete the mission. NCOs have been decorated for service in military operations ranging from Valley Forge to Gettysburg, to charges on Omaha Beach and battles along the Ho Chi Minh Trail, to current conflicts in Afghanistan and Iraq.

www.army.mil/yearofthenco

◀ Faces of Strength

Faces of Strength demonstrates how America's Army is the Strength of the Nation. Through strong portraits and compelling stories, we see the men, women and children who embody everything that is best, strongest and most enduring about our country. They are the faces of our Soldiers, their Families, the members of the National Guard and Reserve, Army Civilians, Retirees and Veterans who answer their Nation's call with selfless service and unflinching strength. They are members of our communities who demonstrate their love of the Nation by supporting the Army Family at home and around the world.

www.army.mil/facesofstrength

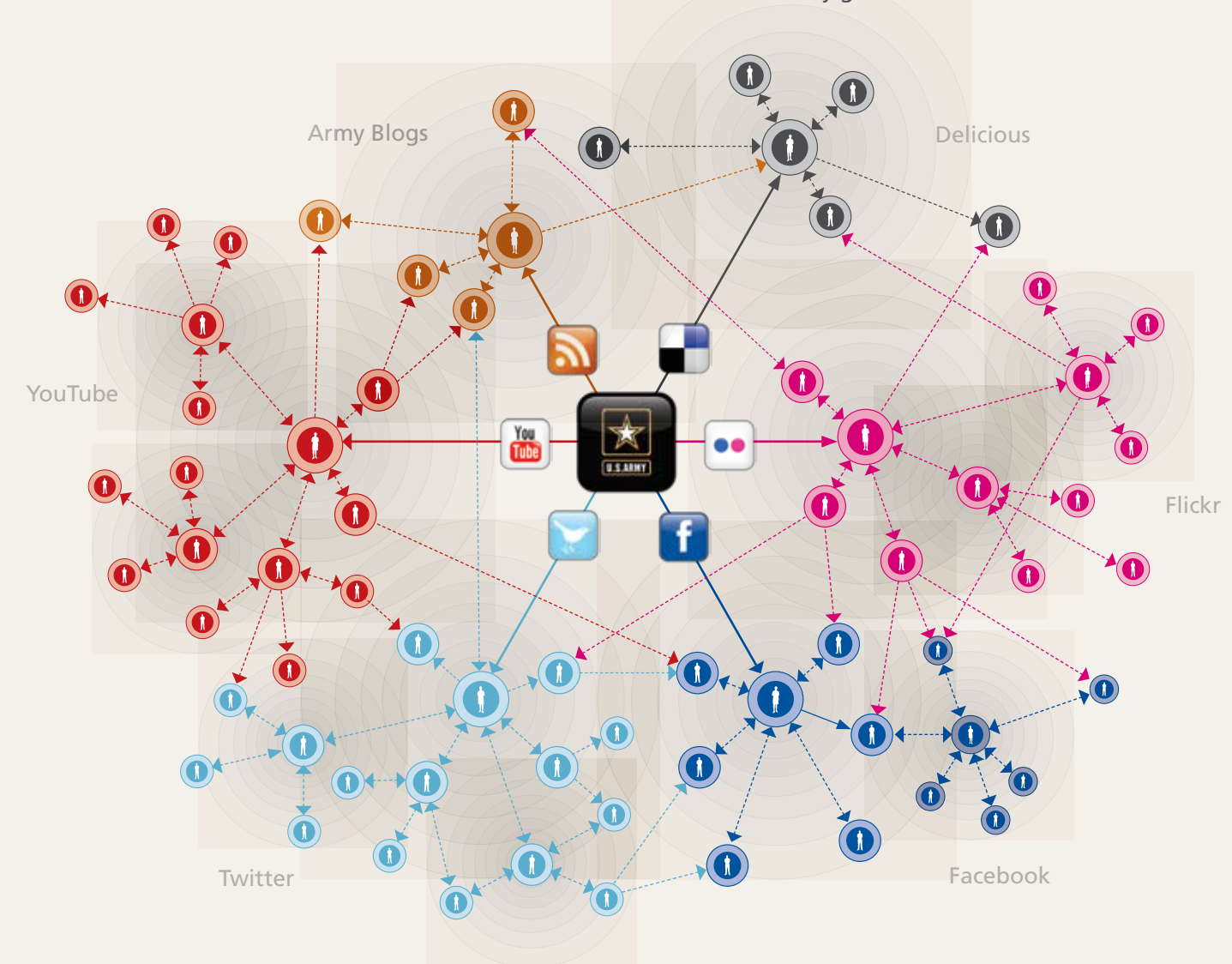
► Provide Resources

Through social media, Soldiers have quicker and more thorough access to internal and external resources to enhance Army life than standard methods ever provided.

The Ripple Effect

The power of Army Social Media is best described with the ripple effect. One person tells a handful of others about a story or idea, and subsequently those people tell a handful more. Soon that story reaches hundreds of others in a matter of days, hours or even minutes. Social media is blind to demographics, boundlessly crossing the spectrum to all who are willing to listen, observe and share. Its combined power comes from the collective effort of all those involved and will continue to grow long as the topic remains relevant.

Most social media services and blogs have overlapping features that allow connections between them. For example you can feed your Twitter posts into your Facebook page or blog so you don't have to enter the same information in two locations. The graphic below shows how information typically grows within a social media network. The solid lines show the originating path of information and the dashed lines show the secondary growth. Where people are communicating back and forth, arrows go both directions. Where information is simply being passed on or fed (via RSS) the arrows only go in one direction.



Conclusion

Communication is at the core of every successful U.S. Army operation – past and present. And now the Army is using the power of communication in a new way – through social media. Social-media tools, such as the Army Blog, Facebook, Twitter and others, already exist and have proven successful in getting the word out. There is no question that these services are at the core of Army Social Media.

The Army Social Media initiative continues to grow and evolve as the social-media industry itself continues to grow and evolve. Using Army.mil as our hub, thousands of people already have joined the Army Social Media effort and we expect thousands more to join in the future.

The way we continue to gain followers and remain relevant is through:

- **Dialogue:** Establish a dialogue with our audience rather than simply act as a conduit of information.
- **Growth:** Increase our capability at a pace relevant to public interest and the industry.
- **Forward Thinking:** Look ahead to the next social media service development – find what else is new and what is needed to remain relevant and current.

For some, traveling this path may seem daunting. However like any journey, the decision to begin and charting the course are far more difficult than the journey itself. We hope this brochure offers you clear guidance, insight and resources into what social media can do to help get your message out.

Log in to a whole new communications world and let your social media journey begin.

► New Initiatives To Connect with the Army

Army Social Media

punch out this card and keep it as a reference tool



- Army Homepage
www.army.mil
- Army On Facebook
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